UNICEF Executive Board
Informal Session
2020 Work Plan and
Proposed Budget:
Private Fundraising and
Partnerships

Gary Stahl,
PFP Director

30 January 2020
Private Sector Plan 2018-2021

5 UNICEF SP CHANGE GOALS

Every child survives and thrives
Every child learns
Every child is protected from violence and exploitation
Every child lives in a safe and clean environment
Every child has an equitable chance in life

3 UNICEF Change Strategies

Win support for the cause of children from decision makers and the wider public (Regular resources)
Mobilize and leverage resources and partnerships for Children (Regular and Other Resources)
Leverage the power of business and markets for children (Other Resources and results for children)

4 AUDIENCE GOALS

INDIVIDUAL SUPPORTERS
KEY INFLUENCERS
BUSINESS
GOVERNMENTS

UNICEF WAYS OF WORKING

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PFP Results and Targets

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PFP key priorities in 2020

Focus on Individual Giving (pledge, cash, legacies, digital)

Focus on Key Markets for growth

RR Acceleration